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An Unusual Success: A Study of Modern Pop Music

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Research + Scholarship SYMPOSIUM



An Unusual Success: A Study of Modern Pop Music

This research paper explores modern pop music's ability to quickly capture the attention of listeners. Its purpose is to provide evidence that explains the success of pop songs through the recording industry's advanced methods of production. This paper discusses the perfected ability of these methods to quickly "hook" the listener and potentially result in a viral dissemination of the music through a combined use of modern technology. Evidence is shown both through the study of these methods and through the examination of specific examples in seeking to identify the reasons behind the success of this music. An emphasis is placed on the songs which have found their success through viral outbreaks because of their unusually quick success. The goal of this paper is ultimately to explain why these songs have seen an extraordinary amount of success despite their simple structure and often absurd lyrical content.